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City of Covina Partners with the World-Famous Laugh Factory as Management Operator of the Covina Theater

Covina, CA – The City of Covina is excited to announce its partnership with the world-famous Laugh Factory to serve as management operator of the recently acquired Covina Theater. Recognized as the “#1 comedy club in the country” by USA Today, the Laugh Factory currently operates live comedy clubs in Hollywood, Chicago, Las Vegas, Long Beach, Reno and San Diego.

“We are beyond thrilled to partner with the Laugh Factory as an anchor live comedy venue in the Downtown Covina shopping district,” stated Mayor Patricia Cortez. “The Covina Theater is an incredible space and it deserves a top-tier management operator. The Laugh Factory is just that – its strong brand appeal and history in live comedy will help to showcase the Theater to a wide range of patrons throughout the greater Los Angeles area.”

Opening its doors in 1979, owner Jamie Masada founded the world-famous Laugh Factory at its flagship location on Sunset Boulevard in Hollywood. Since that time, the Laugh Factory has sparked laughter from millions of people across the globe. It's where LA natives and tourists alike can go for a guaranteed smile, and it's where comedy's biggest stars go to feel like they're a part of comedy history. From its comedy magazine to its historic stage, Laugh Factory has elevated the careers of countless comedians and continues to foster up-and-coming talent.

“The Covina Theater will be a great showroom venue for live comedy performances” noted Laugh Factory Partner/General Manager Harry Basil. “The Theater is such a unique performance space, and we expect that it will be a popular location for famous comics and up-and-comers alike. We're also very excited to become an integral part of the Downtown Covina shopping district.”

The City of Covina acquired the Covina Theater in December 2022 as one of several strategic initiatives to further enhance the downtown shopping district's unique charm and appeal. Laugh Factory Covina will contribute significantly to these efforts, featuring a wide range of marquee acts each Thursday through Sunday, with shows at 7:30 p.m. and additional 9:30 p.m. shows on Friday and Saturday.

In addition to comedy performances provided by the Laugh Factory Covina, the City will continue to host other family-friendly events and live music performances. The space is also available for private events, banquets, weddings, filming, community events and advertisement opportunities on its signature marquee on Citrus Avenue. For more information, please contact joanna@covinacenter.com.

As planned, Laugh Factory Covina will begin performances in May 2023. For more information on upcoming events and schedules, please visit laughfactory.com, the venue's Facebook account at [Laugh Factory Covina](https://www.facebook.com/LaughFactoryCovina) or the City's website at covinaca.gov.

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